

Frank J. Martinez (FJM-2149)
THE MARTINEZ GROUP PLLC
55 Washington Street, Suite 253-C
Brooklyn, New York 11201
718.797.2341 Telephone
855.553.7004 Facsimile
FM@martinezgroup.com
Attorney Docket: 1354-1

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U.S. DISTRICT COURT
EASTERN DISTRICT OF NEW YORK
SEP 19 2013
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**IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF NEW YORK**

HYPEFORTYPE, LTD.,

CV 13 _____

CV _____

5221

Plaintiff, _____

-against-

_____ : COMPLAINT

PETROL ADVERTISING, INC., _____

Defendant. _____

X

VITALIANO, J.
ORENSTEIN, M.J.

Plaintiff, HYPEFORTYPE, LTD. ("HFT" or "Plaintiff"), by and through its attorneys, The Martinez Group PLLC, for its Complaint against Defendant ("PETROL" or "Defendant") and, hereby alleges as follows:

NATURE AND SUBSTANCE OF THE ACTION

1. Plaintiff files this action against Defendant for Copyright Infringement under 17 U.S.C. §501, et seq. and Breach of Contract under applicable state law.
2. This action is brought in response to a classic case of Copyright infringement; specifically, the unauthorized use of Plaintiff's copyrighted TAKU typeface font software

as a part of the branding, labeling and marketing Defendant created for SEGA OF AMERICA, INC.'s *SEGA RALLY: ONLINE ARCADE* electronic game.

3. SEGA OF AMERICA, INC. is not a party to this action.
4. This action is brought in response to Defendant's unlicensed, unauthorized use and the uncontrolled use of Plaintiff's typeface font software by way of such unlicensed actions.
5. Plaintiff is the exclusive owner of the designs, copyrights and trademark associated with the TAKU typeface font software.
6. Upon information and belief, Plaintiff's records show that Defendant has no basic license to use the TAKU typeface font software.
7. Upon information and belief, Plaintiff's records further show that Defendant has purchased no special licenses to use the TAKU typeface font software in the creation of the branding and marketing for the *SEGA RALLY: ONLINE ARCADE* electronic game, the uses complained of herein.
8. Upon information and belief, Plaintiff's records show that Defendant is not otherwise licensed or authorized to use or to cause others to use, copy or distribute copies of Plaintiff's copyrighted typeface font software for use as part of branding and marketing for electronic games, including SEGA OF AMERICA, INC.'s *SEGA RALLY: ONLINE ARCADE* Game, the uses complained of herein.
9. Title 17 of the United States Code (Copyright Act) and various provisions of State law were enacted to provide remedies to copyright owners who suffer damages by reason of such actions.

JURISDICTION AND VENUE

10. This is an action for Copyright infringement arising under the Copyright Act of 1976, 17 U.S.C. § 501, et seq., and for the related claims of Breach of Contract under applicable State laws, seeking damages by reason of Defendant's ongoing infringement of HFT's valid and subsisting copyright.
11. This Court has jurisdiction of this action under 28 U.S.C. §§ 1331, 1332, 1338(a), and its supplemental jurisdiction, and under Rule 4 of the Federal Rules of Civil Procedure.
12. Venue is proper in this district under 28 U.S.C. § 1391 and § 1400 in that Defendant or Defendant's agents may be found in this District and, upon information and belief, Defendant transacts business in this District.

THE PARTIES

13. Plaintiff HypeForType, Ltd. is a corporation formed under the laws of the United Kingdom with its principal place of business located at P.O. Box 4955 Calleywhite Lane Industrial Estate, Dronfield, S12 9DZ, United Kingdom.
14. Plaintiff conducts business throughout the world, the United States, the State of New York and the County of Kings via Plaintiff's commercial website on the Internet located at <http://www.hypefortype.com>.
15. Plaintiff also conducts business under the name THINKDUST via its commercial website <http://www.thinkdust.com>.
16. Plaintiff designs, creates and licenses, among other products and services, custom typeface font software for others and specializes in creating font software.

17. Plaintiff offers its typeface font software for licensing to the third parties directly via its own websites and the websites of authorized distributors of Plaintiff's font software goods.
18. Defendant PETROL ADVERTISING, INC. is a corporation formed under the laws of the State of California with its principal place of business located at 443 N. Varney Street, Burbank, California 91502.
19. Upon information and belief, Defendant Petrol refers to itself on the Internet at www.petrolad.com, as PETROL and as being a full service design agency providing art direction, illustration, interactive and 3-D artistic services, among others.
20. Upon information and belief, Defendant PETROL provides art and design related goods and services for use with or in entertainment products including, *inter alia*, electronic games and gaming devices.
21. Upon information and belief, Defendant provided design services for SEGA OF AMERICA, INC.'s *SEGA RALLY* brand of electronic games and related products.
22. Upon information and belief, Defendant Petrol conducts business worldwide, in the United States and the State of New York and the County of Kings by way of the Internet located at <http://www.sega.com> and by way of authorized third party distributors.

FACTS COMMON TO ALL CLAIMS

23. Plaintiff is engaged in the business of creating works of typographic art and graphic design as well as designing, creating, manufacturing, marketing, and licensing the use of customized typeface font software for others.

24. Plaintiff licenses its typeface font software fonts directly from its own e-commerce websites at <http://www.hypefortype.com> and <http://www.thinkdust.com>, and by way of authorized third party distributors of such goods.
25. Plaintiff is the creator of the TAKU typeface font software.
26. Plaintiff is the exclusive owner of the U.S. Copyright Registration Serial Number TX 7-695-509 for the family of works entitled COMPUTER PROGRAMS FOR A TAKU FAMILY OF TYPEFACE FONTS, a copy of which is annexed hereto as Exhibit A.
27. A showing of Plaintiff's TAKU typeface font family is annexed hereto as Exhibit B.
28. Plaintiff has at all times been the exclusive owner of all right, title and interest in and to the TAKU typeface font software.
29. Plaintiff's TAKU typeface font software has enjoyed copyright protection since June 18, 2013.
30. Plaintiff's copyright is valid and subsisting.
31. Plaintiff does not permit the unrestricted use of its typeface font software on goods for sale, *inter alia*, without the purchase of a special license.
32. Special licenses to use the TAKU typeface font software can only be negotiated directly with Plaintiff.
33. Plaintiff HFT controls the use of its typeface font software by means of its Font Software End User License Agreement ("EULA"), which specifically prohibits the uses complained of herein without the purchase of a special license; a copy of Plaintiff's EULA is annexed hereto as Exhibit C.
34. Plaintiff HFT has sold, continues to sell, and derives significant revenue from the sale of licenses to use its TAKU typeface font software.

DEFENDANT'S ACTIONS

35. Upon information and belief, Defendant Petrol created the logo, identity using Plaintiff's TAKU type face font software for the benefit of SEGA OF AMERICA, INC., evidence of which is annexed hereto as Exhibit D.
36. Upon information and belief, Defendant provided such design services using Plaintiff's copyrighted TAKU typeface font software to SEGA OF AMERICA, INC, for use with the SEGA RALLY: ONLINE ARCADE electronic game, showings of which is annexed hereto as Exhibit E.
37. Upon information and belief, Plaintiff's records show that Defendant has not purchased any basic licenses to use the TAKU typeface font software.
38. Upon information and belief, Plaintiff's records further show no agent or contractor has inquired as to the purchase of any Special Font Licensing upgrades to use the TAKU typeface font software.
39. Upon information and belief, Plaintiff's records further show that Defendant has not purchased any Special Font Licensing upgrades to use the individual TAKU typeface font software as part of its branding and marketing for itself or for the benefit of its client, SEGA OF AMERICA, INC. for use with its *SEGA RALLY: ONLINE ARCADE* electronic game.
40. Defendant's use of the TAKU typeface font software in the manner complained of herein represents an ongoing infringement of Plaintiff's valid copyright in and to the TAKU typeface font software.

41. The natural, probable, and foreseeable result of Defendant's wrongful conduct has and continues to be to deprive HFT of the benefits and revenue from the sale of appropriate licenses to use the TAKU typeface font software in the manners complained of herein.
42. The natural, probable and foreseeable result of Defendant's wrongful conduct has and continues to be to injure HFT's relationships with present and prospective customers who rely on the cachet that exclusive licensing creates in HFT's TAKU typeface font software.
43. HFT has lost and will continue to lose substantial revenue from Defendant's wrongful use, copying, and distribution of its TAKU typeface font software.
44. Defendant's wrongful conduct has and will continue to deprive HFT of opportunities for expanding the goodwill associated with the TAKU REGULAR typeface font software.

**FIRST CAUSE OF ACTION
COPYRIGHT INFRINGEMENT
17 U.S.C. § 501 et seq.**

45. Plaintiff repeats and realleges each and every allegation of the Complaint as set forth in Paragraphs 1 through 44 inclusive and incorporates them herein by this reference.
46. Upon information and belief, Defendant has used and/or caused others to use Plaintiff's TAKU typeface font software in unlicensed uses as part of the graphics created for the packaging, branding and marketing for the *SEGA RALLY: ONLINE ARCADE* electronic game.
47. By reason thereof, Defendant has infringed and will continue to infringe Plaintiff's valuable copyright in and to the TAKU typeface font software.
48. Defendant's actions represent a past and ongoing infringement of Plaintiff's Copyright under 17 U.S.C. § 501, et seq.

49. Plaintiff is entitled to recover damages it has sustained and will continue to sustain, together with any gains, profits, and advantages obtained by Defendant as a result of the acts of infringement alleged herein.
50. At present, the amount of such damages, gains, profits, and advantages cannot be fully ascertained by Plaintiff but are reasonably not less than one hundred and fifty thousand dollars (\$150,000).
51. Plaintiff has no adequate remedy at law.

**SECOND CAUSE OF ACTION
BREACH OF CONTRACT**

52. Plaintiff repeats and re-alleges each and every allegation of the Complaint as set forth in Paragraphs 1 through 51 inclusive and incorporates them herein by this reference.
53. At this time, it is unknown at this time whether any license exists between Plaintiff and Defendant.
54. At this time, it is unknown at this time whether any license exists between Plaintiff and any agent or third party contractor working for Defendant licensing the use of the TAKU typeface font software in the manners complained of herein.
55. Upon information and belief, no basic or special licenses have been purchased by Defendant permitting the uses complained of herein.
56. Upon information and belief, in the event that a contract does exist between Plaintiff and Defendant, the uses complained of herein would require the purchase of a basic license and a special license permitting the use of the font software in the manners complained of herein.

57. By reason thereof and, in the event a basic license does exist between Plaintiff and Defendant, Defendant's actions constitute a breach of any contract that exists or may have existed.
58. Plaintiff is entitled to recover damages it has sustained and will continue to sustain, together with any gains, profits, and advantages obtained by Defendant as a result of the acts of infringement identified herein.
59. At present, the amount of such damages, gains, profits, and advantages cannot be fully ascertained by Plaintiff but are reasonably not less than one hundred and fifty thousand dollars (\$150,000).
60. Plaintiff has no adequate remedy at law.

WHEREFORE, Plaintiff respectfully requests and prays that this Court will:

1. Preliminarily and permanently enjoin and restrain Defendant, its officers, directors, principals, agents, servants, employees, successors, assigns, and all those in active concert or participation with it from:
 - (a) Imitating, copying, distributing, or making unauthorized use of HFT's registered copyrights including the infringing uses of the TAKU typeface font software complained of herein; and.
 - (b) Manufacturing, creating, producing, advertising, promoting, or displaying any products, displays or advertisements bearing any simulation, reproduction, counterfeit, copy, derivative version, or colorable imitation of Plaintiff's copyrighted TAKU typeface font

software created by way of the unauthorized use of HFT's TAKU typeface font software.

2. Direct that Defendant deliver for destruction at Defendant's expense, *inter alia*, all copies of the infringing works identified herein that bear or were created through the unauthorized use of Plaintiff's copyrighted TAKU typeface font software or a derivative version thereof, together with any and all computer files, hard drives, computer programs, solid state drives, disks, CD-ROMs and DVDs bearing unauthorized, derivative and/or infringing copies of the TAKU typeface font software, as well as any and all other recorded media, graphical representations, displays on the Internet, marketing materials and merchandise in Defendant's possession or under their control that were created or that bear the result of the unauthorized use of HFT's typeface font software.
3. Direct the imposition of a constructive trust for all monies received by Defendant from all sales, license, payments or other benefits received by reason of the unauthorized use of Plaintiff's typeface font software.
4. Direct that Defendant be required to pay HFT damages in the amount of \$150,000 per infringing use of Plaintiff's copyrighted work for all gains, profits, and advantages derived by Defendant through their infringement of HFT's copyright.
5. Direct that Defendant be required to pay to HFT such other damages that it has sustained as a consequence of Defendant's breach of contract, if any, as well as the unauthorized use, copying, and distribution of HFT's typeface font software.
6. Direct that Defendant be ordered to make a written report within a reasonable period of time to be filed with the Court detailing the manner of compliance with the requested injunctive and mandatory relief above.

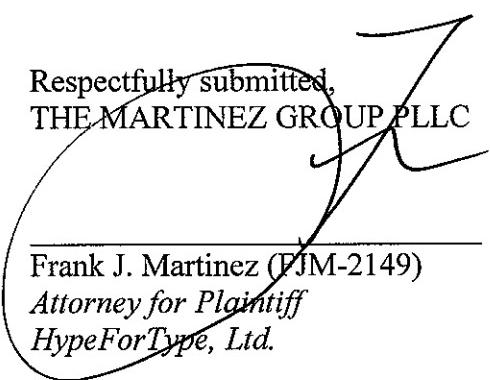
7. Award HFT the costs of this action together with reasonable attorneys' fees.
8. Award HFT such other and further relief as the Court may deem just and proper.

JURY DEMAND

Plaintiff HypeForType, Ltd. hereby demands a trial by jury.

Dated: September 19, 2013

By:

Respectfully submitted,
THE MARTINEZ GROUP PLLC

Frank J. Martinez (PJM-2149)
Attorney for Plaintiff
HypeForType, Ltd.

THE MARTINEZ GROUP PLLC
55 Washington Street, Suite 253-C
Brooklyn, New York 11201
718.797.2341 Telephone
855.553.7004 Facsimile
FM@martinezgroup.com

Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Register of Copyrights, United States of America

Registration Number
TX 7-695-509

Effective date of
registration:
June 18, 2013

Title

Title of Work: Computer Programs for a TAKU FAMILY of Typeface Fonts

Completion/Publication

Year of Completion: 2008

Date of 1st Publication: November 15, 2008

Nation of 1st Publication: United Kingdom

Author

Author: HYPFORTYPE LTD. d/b/a THINKDUST

Author Created: text of computer program

Work made for hire: Yes

Citizen of: United Kingdom

Copyright claimant

Copyright Claimant: HYPFORTYPE LTD. d/b/a THINKDUST

P.O. BOX 4955, Calleywhite Lane Ind Est, Dronfield, S12 9DZ, United Kingdom

Limitation of copyright claim

Material excluded from this claim: Text of software program entitled "Fontographer"

New material included in claim: text of computer program

Rights and Permissions

Organization Name: HYPFORTYPE LTD.

Certification

Name: Frank J. Martinez, Esq.

Date: June 18, 2013

Applicant's Tracking Number: 1354-5

Correspondence: Yes

HypeForType Standard License Agreement (Legal Agreement)

By downloading and/or installing HypeForType font software you agree to the following terms;

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2. Ownership

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7. Update Registration

At its option, HFT will, from time to time, provide updates of this product to Licensees who have opted into receiving updates in their HypeForType.com user profile.

8. Termination

This Agreement is effective until terminated. This Agreement will terminate automatically without notice from HFT, if the Licensee fails to comply with any provision contained herein. Upon termination of this Agreement, the Licensee must: (a) destroy all copies of the electronic data, including the copy on the disk media originally provided in this product, (b) destroy all written materials provided with this product, if any, and (c) provide HFT with written verification that the product has been destroyed.

9. General

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10. Severability

If any provisions of this Agreement are held to be invalid, illegal or unenforceable, then such provision(s) shall be severed from it, and the validity, legality and enforceability of its remaining provisions shall not be affected or impaired.

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Waiver of any right(s) at any time shall not constitute waiver of any right(s) at any future time.

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1 (a). License Extensions. You are able to add additional Multi-User Licenses for the same font products for a period of three (3) years from the date of your original purchase.

1 (b). Multi-User Licenses

HFT calculates Multi-User Licenses based on the chart below. The price HFT charges you will be calculated based on the Recommended End User Price times the number of CPUs or Users, (whichever is the greater). The maximum number of CPUs licensed is equal to the number of users selected in the applicable receipt. Please retain this receipt as proof.

Number of CPUs/Users	Price Multiplier
-------------------------	---------------------

1-5	price x 1
6-15	price x 2
16-30	price x 3
31-45	price x 4
46-65	price x 5
66-80	price x 6
81-95	price x 7
96-120	price x 8
121-145	price x 9
146-160	price x 10
161-180	price x 11
181-195	price x 12
196-215	price x 13
216-230	price x 14
231-260	price x 15
261-300	price x 16
301-335	price x 17
336-375	price x 18
376-415	price x 19
416-460	price x 20
461-520	price x 21
521-580	price x 22
581-640	price x 23
641-700	price x 24
701-760	price x 25
761-820	price x 26
821-880	price x 27
881-940	price x 28
941-1000	price x 29
1001+	contact foundry@hypefortype.com for pricing

If your Multi-User Licensing requirements exceed our current calculations within the shopping cart please contact HFT for additional information.

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**Estimate # 2057****Contact:** Heather Lucchetti - Sega of America**Date:** 11/5/2010 - V1**Project:** SEGA Rally Online Arcade**AE:** Wendy Ko**Job Title:** Logo Exploration**PO:****Creative Development/Finish**Preliminary Art

The following fee includes concepts, logo exploration and production costs. Also includes expenses such as lo-res asset creation, comp building, type setting, three (3) rounds of conceptual/art revisions, supervision, and other misc. costs.

Finished Art

The following fee includes expenses and fees required for finishing logo for marketing usage upon concept approval. Included are costs for retouching, hi-res asset rebuilding, three (3) rounds of technical revisions, misc. and buyout. Buyout does not include the costs or usage of stock photography, rights to models likenesses, etc. and are to be negotiated on an individual basis. Includes one final mechanical per creative. Technical revisions are limited to body copy, legal text and legal partner logo revisions. Revisions exceeding 3 rounds are to be billed separately per round. Costs will depend on timing and scope of work.

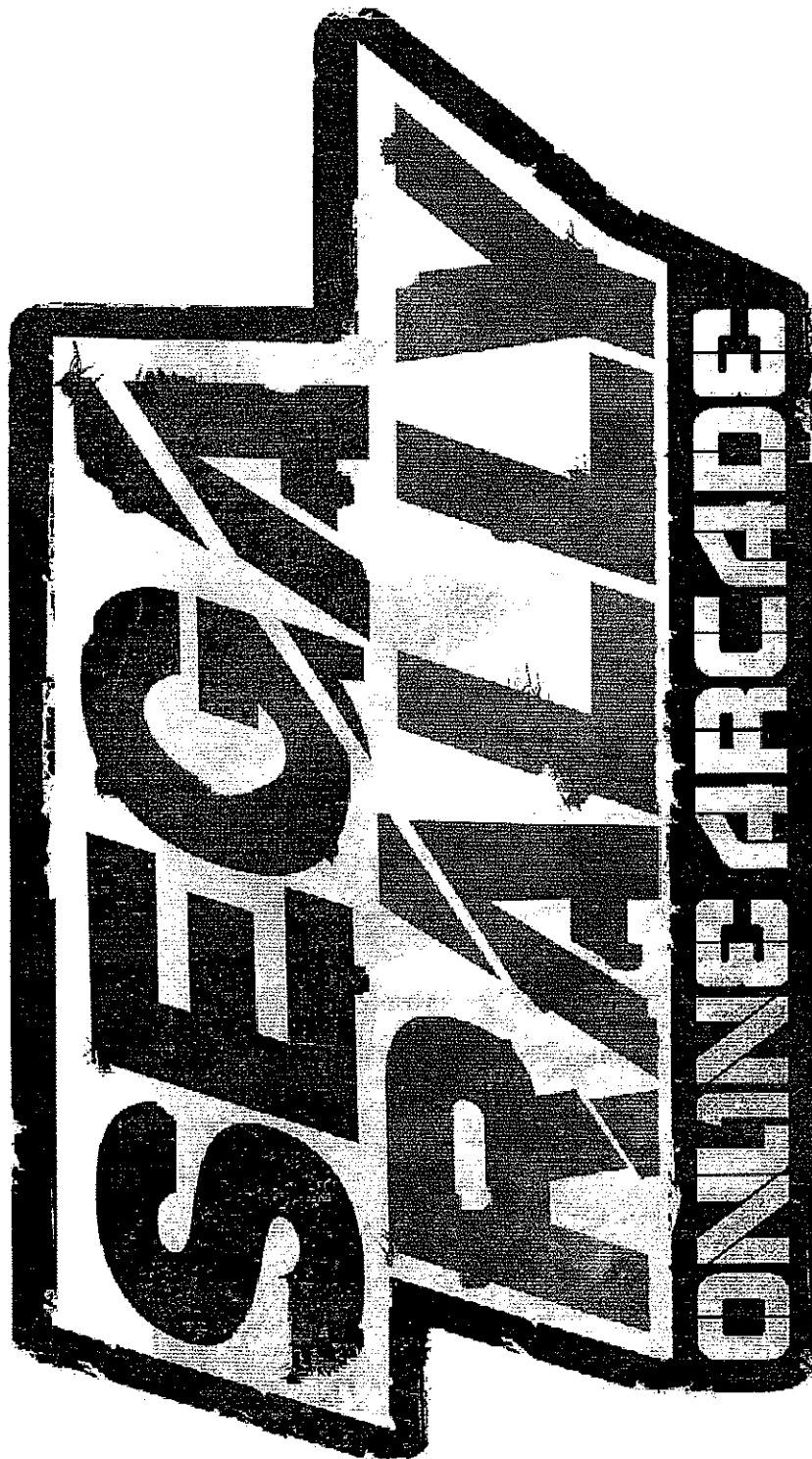
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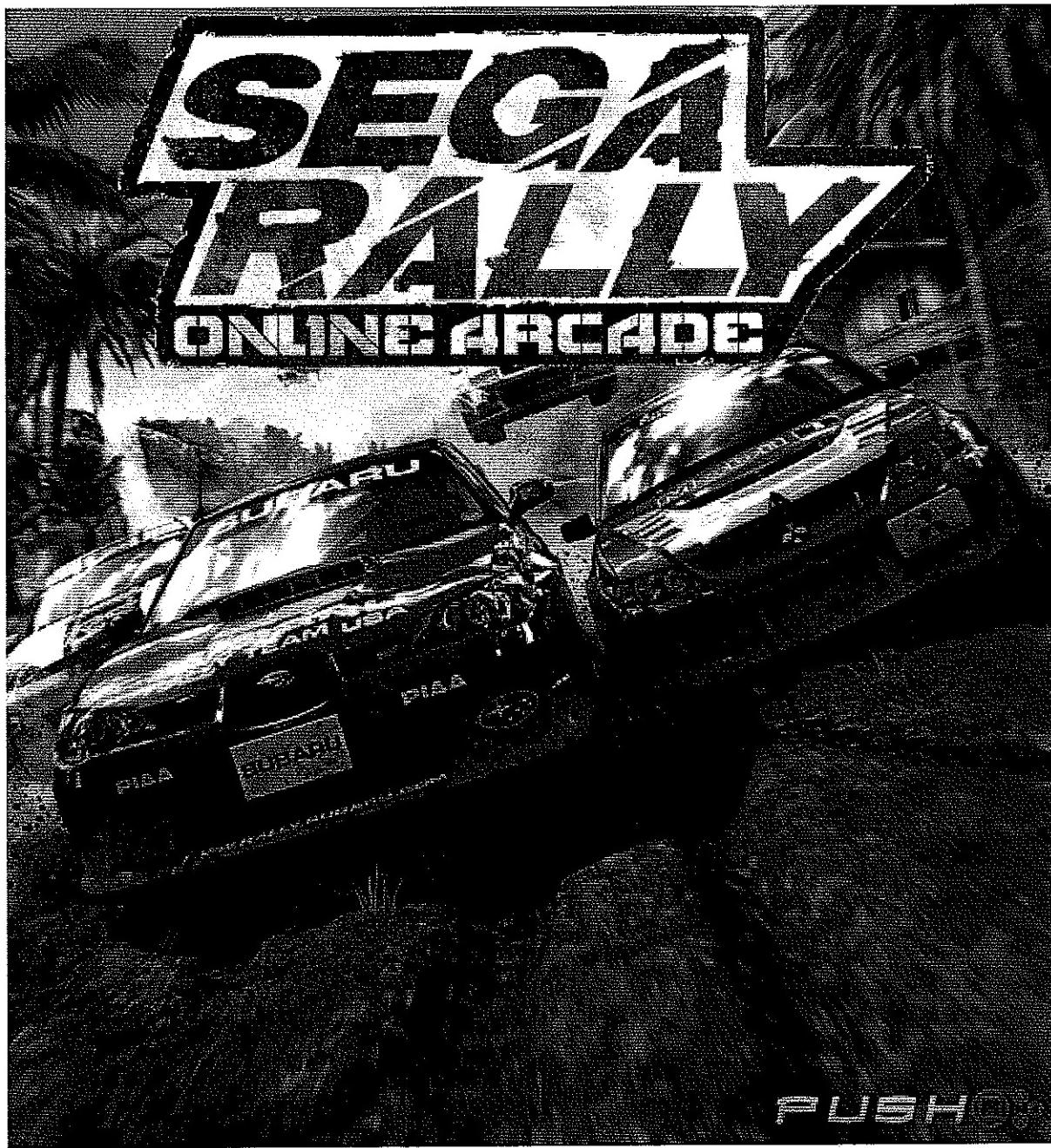
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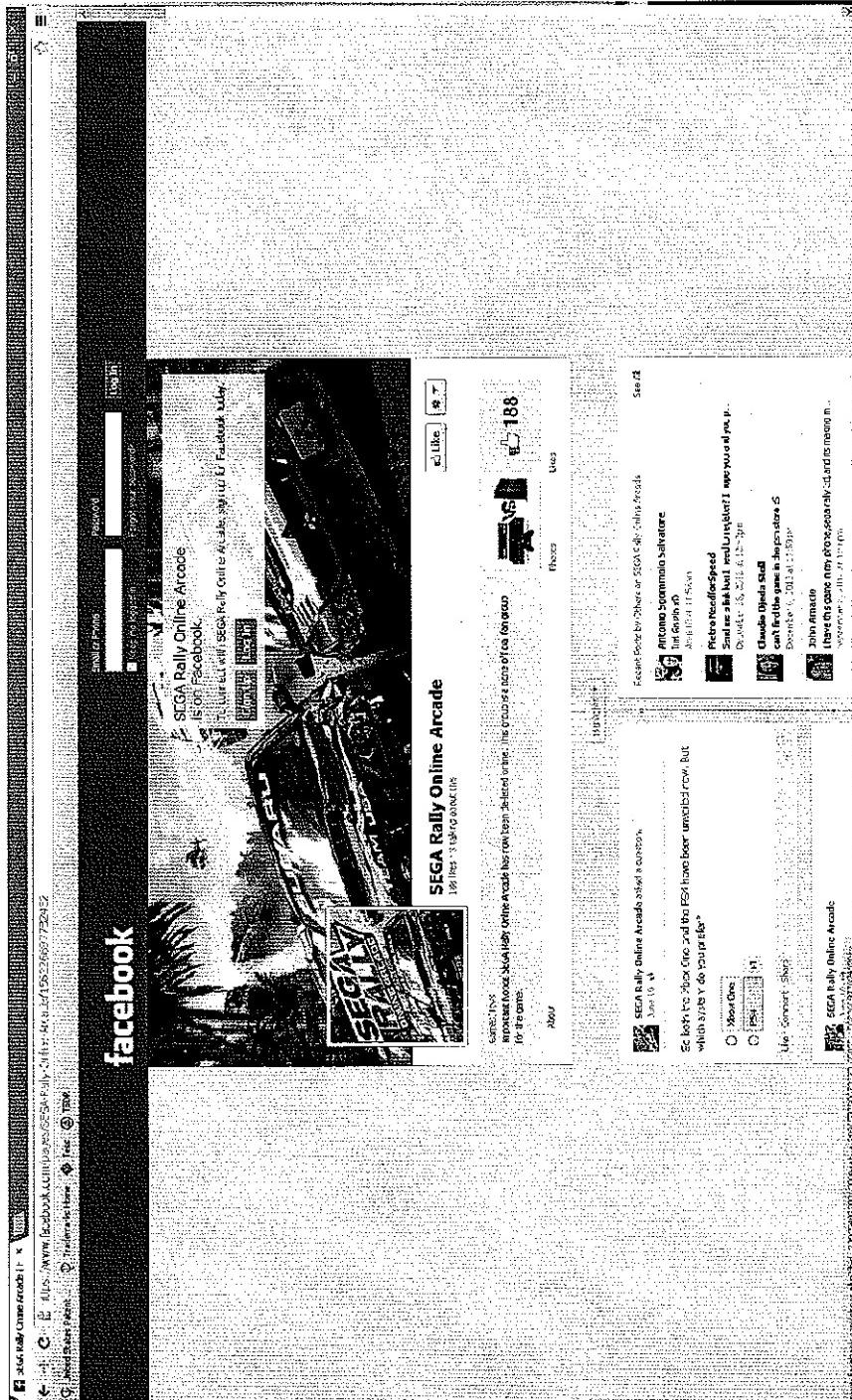
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di Microsoft Games

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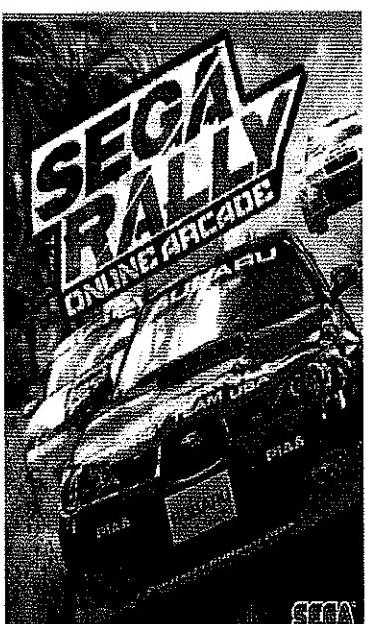
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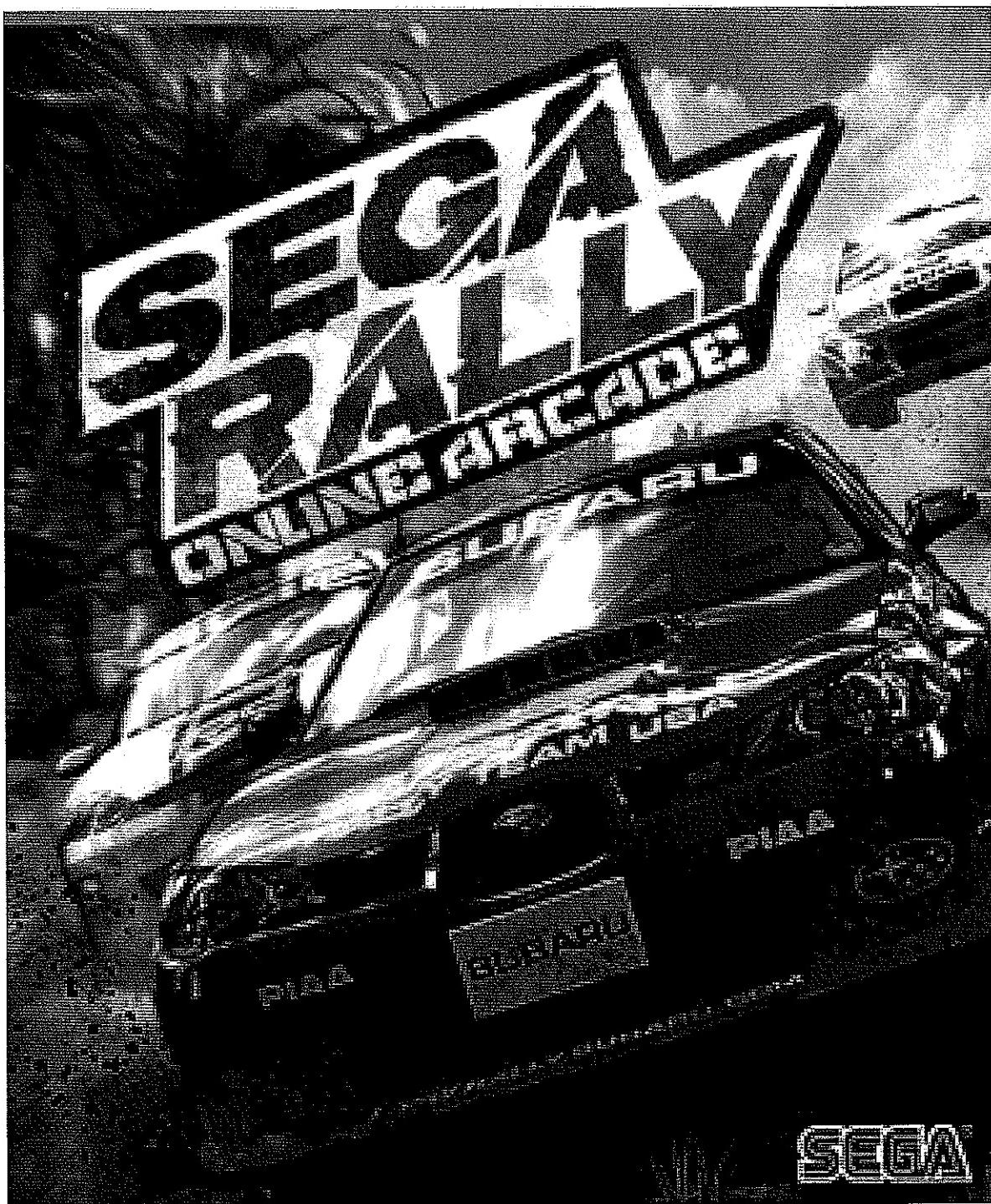
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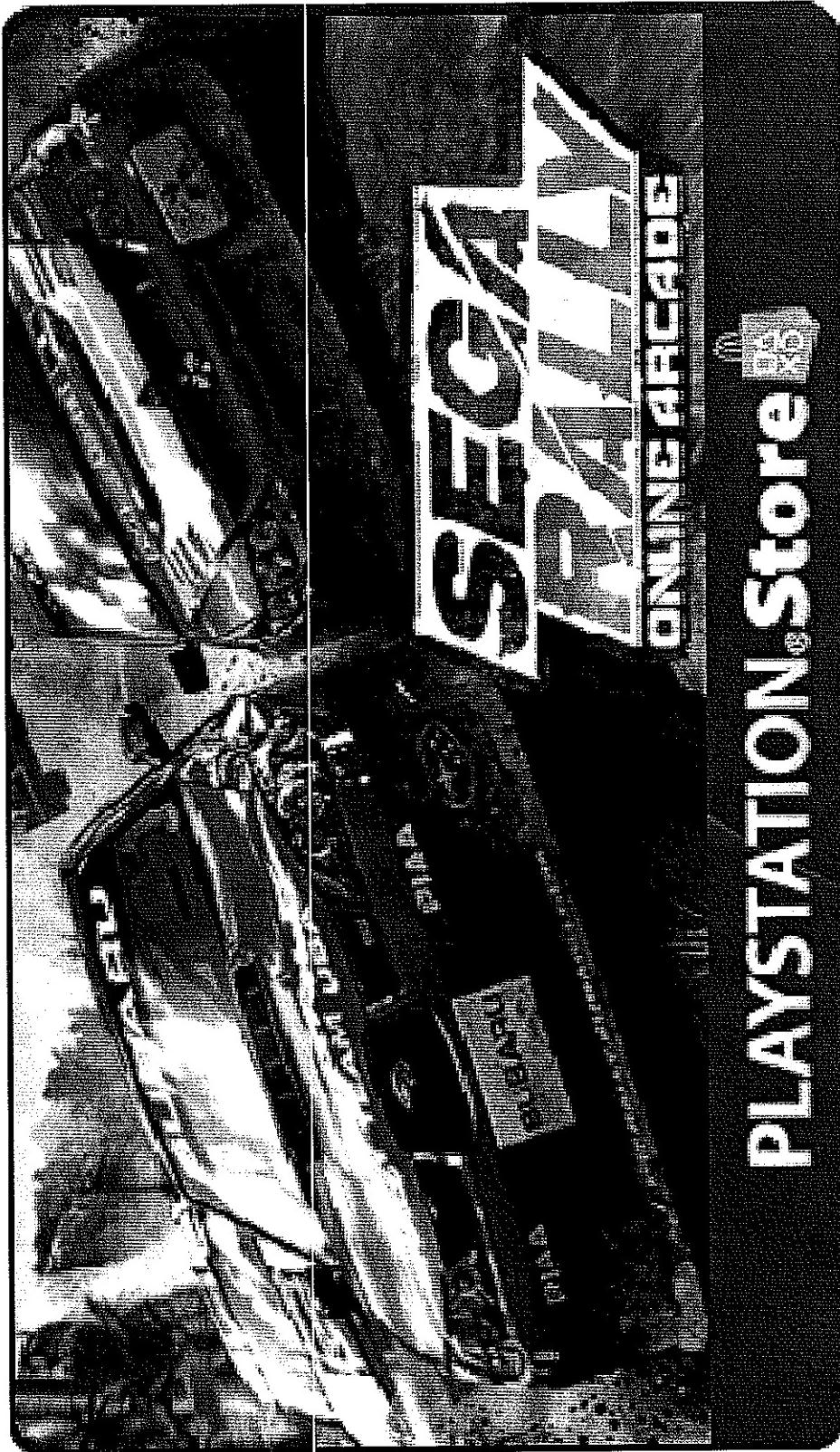
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Condividi

ARCADE





The image is a collage of several screenshots from different web pages and reviews. At the top left is a screenshot of a news article from IGN.com about SEGA Rally Online Arcade. Below it is a screenshot of a review from GameSpot for the Xbox 360 version. To the right is another review from GameSpot for the PS3 version. Further down on the left is a screenshot of a forum post from GameFAQs. In the center is a large screenshot of the game's main menu, showing the title 'SEGA Rally Online Arcade' and various racing tracks like 'MotoGP', 'Xbox', 'PS3', 'PC', 'Wii U', '3DS', 'PS Vita', 'Mobile', 'Fours', 'Fuse', and 'eSports'. On the right side, there are several screenshots of the game's graphics, including a cityscape and a race track. A small screenshot of a mobile device is also visible. The bottom right corner features a summary of the game's features.

The image consists of three vertically stacked screenshots from a video game interface, likely a mod or add-on for a racing game.

Top Screenshot: A menu screen titled "SEGA Rally Online Arcade". It features a large "XBOX" logo on the left. On the right, there are several buttons: "Start", "Exit", "Help", "Options", "Network", "Multiplayer", "Single Player", and "Arcade". Below these buttons are two sections: "Arcade" and "Single Player".

Middle Screenshot: A game screen showing a racing track. A car is positioned at the start line. The track appears to be a coastal road with various turns and直道 (straightaways). The interface includes a speedometer and other typical racing game elements.

Bottom Screenshot: Another game screen showing a racing track. This view is from a slightly different angle, showing more of the track's layout and surroundings. The car is again at the start line.

The image is a composite of three screenshots from IGN.com reviews for the game SEGA Rally Online. The top screenshot shows a menu screen with a large 'YES' button. The middle screenshot shows a racing track with a car on it. The bottom screenshot shows a summary and user reviews for the game.

SEGA Rally Online Arcade for Xbox 360 Reviews - Metacritic

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SEGA Rally Online Arcade XBOX 360

Studio: SEGA | Release Date: May 14, 2013 | Also on PlayStation 3

Metacritic Score: 70 User Score: 7.0

Metacritic: Based on 32 Critics

User Score: Based on 1,000+ Ratings

Summary: SEGA Rally Online Arcade offers a solid feature set and a decent core for the price, but it's not without its flaws, including�uncontrollable drift mode and tire smoke, while adding an exciting online racing mode that lets players battle it out with up to five drivers around the world.

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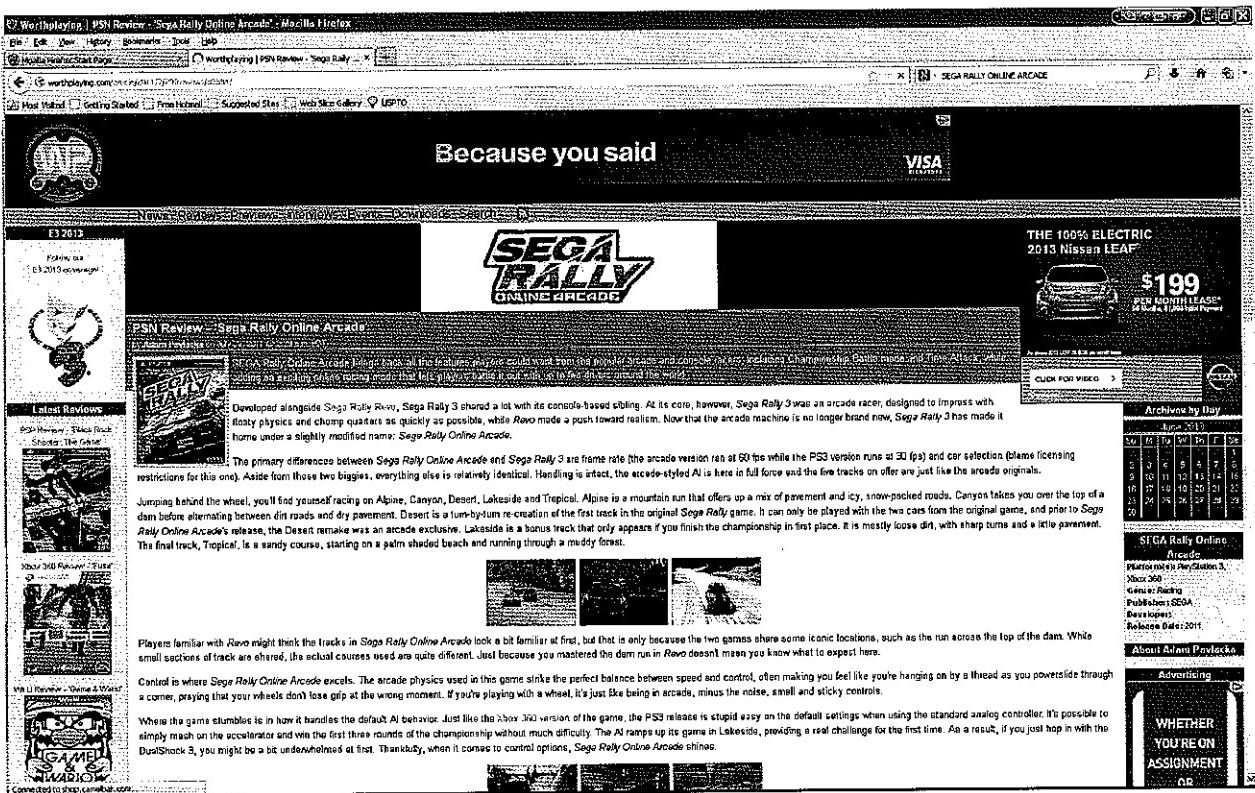
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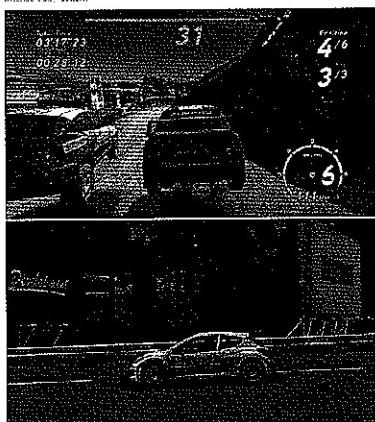
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→ ★ Sega Unleashed (28)
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+ Vancouver 2010 (9)
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+ Virtua Fighter 5: Final Showdown (26)
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Thursday Jun 02, 2011

SEGA Rally Online Arcade Releases on PSN!

PlayStation Network is now open — and with it, SEGA Rally Online Arcade comes racing into off-road action in full!

Inspired by SEGA Rally Reborn and SEGA Rally 3, SEGA Rally Online Arcade brings back all the features players could want from the popular arcade and console racers. Gamers can choose from 12 championship B-Nic mode and time attack, and an exciting online mode that lets players race with up to five drivers around the world in extreme rally action.



This game features a brand new achievement system, 12 rally cars to choose from, and online leaderboards — you never know what's ahead of you! It's a blend of solid racing physics (and of course the physics of chewing up mud, dirt, and snow on the track) and the arcade-style feel of touring around in a powerful rally car for fun and thrills.

Available right now for the low price of \$9.99 — download back, PCTA, and welcome home, rally fans!

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Sega Rally Online Arcade Review

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Microsoft kills game ownership and expects us to smile
Last time they shipped a console that didn't

By Mark Brown Published Thursday, 19 May 2011 Version tested: Xbox 360

No game has issued that nostalgia-shattering comedown as forcibly as the original Sega Rally.

My dad, brother and I absolutely adored the game. We loved it in the dingy brodges of Bournemouth's piers and we played it to death on the Sega Saturn. My brother dreamed of one day buying a Toyota Celica, just because it was the coolest car in the game.

We especially loved all the iconic voice-overs and catchphrases, like "Game Over Yeesh" and "Long easy fast" and "Gentlemen, start your engines". Actually, that last one might have blared out from a nearby Daytona USA cabinet, come to think of it. Funny how nostalgia clouds your mind.

So when I was a little older and on a game-collecting kick, I bought a dusty Saturn from some car boot sale and picked up a tattered copy of Sega Rally from Gamestation. My dad and I slotted the disc in, figured out how to receive a SCART signal on an HDTV and grabbed the two pads for a race.

Imagine our slack-jawed dismay when the game turned out to be absolutely nothing like we remembered. We had misty, nostalgic visions of delicious tropical tracks and sexy cars churning up mud and terrain. What we found was a blocky, pixelated blur of stretched textures and excessive pop-up; a game that sort of resembled a race if you squinted, and made you throw up if you didn't.

Sega Rally Online Arcade, on the other hand, is exactly how we remembered it. The bonus classic mode, which pits a Toyota Celica against a Lance Delta on the first game's dusty desert track, but with spiffy new graphics and modern handling, is like playing on artificial memory, synetically wired to meet our impossible nostalgia.

The gorgeous, high-contrast visuals are ripped straight from the 2007 Sega Rally known as Sega Rally Revo in the US, a bolshorus and noisy mud-churning rally favourite. It paints the lush landscapes in a vibrant palette of primary Sega colours - skies splashed in Sonic blue, race car bodywork gleaming with OutRun red and an overbearing sun spraying out Crazy Taxi yellow.

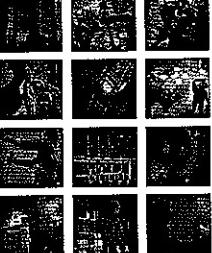
After this and the oh-so-excellent OutRun, let's have Daytona Online Arcade, yeah?

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Sega Rally Online Arcade by SOTPDA

See editor's ratings

Pros: Good multilayer support, polished graphics

Cons: Lack of track variety, low car performance stats

Final score: 8 / 10

In the long line of old school Sega titles that have been pushed for the sole purpose of giving gamers a nostalgic vibe, Sega Rally Online Arcade is the newest addition to the genre and it does a great job at supplying just the stuff rally veterans were looking for.

If you've enjoyed Sega Rally Revo and you're a huge fan of off-road racing and mudder cars, then wait no further. Power up your Xbox console and start downloading, because Sega Rally Online Arcade is now available on XBLA.

Story

Racing arcade games rarely have a background story, neither do they need one. It's like saying that before driving a car you need to get personal with the engineers that build it.

Suffice to say that all you'll ever be interested in the game is simply to pick out a vehicle (any of the five given cars will do) and then head out to the track and really start testing your driving skills.

Gameplay

Sega Rally Online Arcade (SROA) is exactly what you would expect from an arcade game. With only five tracks and a handful of cars, it really doesn't have all that much to offer in terms of variety and single player growth.

You must come to terms with the fact that SROA is not like other games, where you get to drive really fast cars on smooth

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Review: Sega Rally Online Arcade (PSN)

14 July, 2011

PS NATION PODCAST PLAYSTATION NETWORK REVIEW BY JOSH

SEGA RALLY DRIVING ARCADE

Title: Sega Rally Online Arcade
Format: PlayStation Network Download
Release Date: May 16, 2011
Publisher: Sega
Developer: Sumo Digital
Price: \$9.99

Gameplay:

As the name would suggest, Sega Rally Online Arcade has its roots in the arcade, dating back to Sega Rally Championship. For an arcade type racer though, there's some surprising depth here. Getting right into the controls, you can use the Dualshock in two different configurations, one of which allows you to steer using the Sixaxis. Move support is included in several configurations as well allowing you to use just the Move controller or the Move and Navigation or Dualshock as well. There's also the (undocumented) ability to use Logitech Racing wheels!

With all those options, how does it control? It's all a bit of a trade off. The Move controller feels the

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← www.xbox360achievements.org/join/segarallyonlinearcadeachievements/

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SEGA Rally Online Arcade Achievements

(Xbox360Achievements.org) Achievement Guide | Xbox360Achievements.org

SEGA Rally Online Arcade Achievements

There are 12 achievements with a total of 200 points.

Sort: B → A ←

 Unstoppable! (100)	100
 Win a Classical Race five times	100
 Total Control	100
 Beat all the default ghost cars in Time Attack	100
 Go for Gold - SEGA Rally	100
 Win five Xbox LIVE races	100
 Super Car	100
 Complete YOUR first QUICK RACE	100
 Complete CHAMPIONSHIP with Manual Shift enabled	100
 Playing with Friends	100
 Play 10 games in any mode except head-to-head	100
 100% Cars Master	100
 Finish last on Lapboard in Championship	100
 Finish first on Lapboard	100
 Place 1st on all tracks in Quick Race on Any difficulty	100
 Gain 100% Yearlong	100
 Unlock all cars and Courses	100
 Super Challenge	100
 Unlock all Courses	100
 Rockstar Rumble	100
 Touch all the AI cars before winning a Quick Race	100

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Game Info

Developer: SIEA America

Publisher: SIEA

Genre: Racing

Rating: E10+

Release: US: May 18, 2011

Collection: 110

Value: 10

Video

No video available

Achievements

View achievements for this game

SIGA Rally Online Arcade - Xbox 360 - GameSpy - Mozilla Firefox

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SEGA Rally Online Arcade (X360)
Developer: SEGA Racing Studio Publisher: SEGA Current Rating: Release Dates: May 18, 2011 (US) E for Everyone No Descriptors

Game Overview | Reviews | Articles | Screenshots | Videos | Cheats | Walkthroughs

Overview

SEGA Rally Online Arcade

SEGA Rally Online Arcade brings back all the features players could want from the popular arcade and console racers, including Championship Battle mode and Time Attack, while adding an exciting online racing mode that lets players battle it out with up to five drivers around the world. The game features a brand new achievement system, 13 rally cars to choose from and online leaderboards.

Latest Articles for SEGA Rally Online Arcade

Sega Announces Sega Rally Online Arcade
May 18, 2011
Popular quick-fix racer franchise Sega Rally is getting the digital treatment. Sega announced today that Sega Rally Online Arcade is headed to Xbox Live Arcade and PlayStation Network later this year. Read More »

Editions

SEGA Rally Online Arcade (X360)
Release Region: United States
Release Date: May 18, 2011
Publisher: SEGA

SEGA Rally Online Arcade (X360)
Release Region: United Kingdom
Release Date: May 18, 2011
Publisher: SEGA

SEGA Rally Online Arcade (X360)
Release Region: Australia
Release Date: December 31, 2011
Publisher: SEGA

Also available on: PlayStation 3

Specifications

For more info on these technical requirements and features, please view GameSpy's Specs FAQ.

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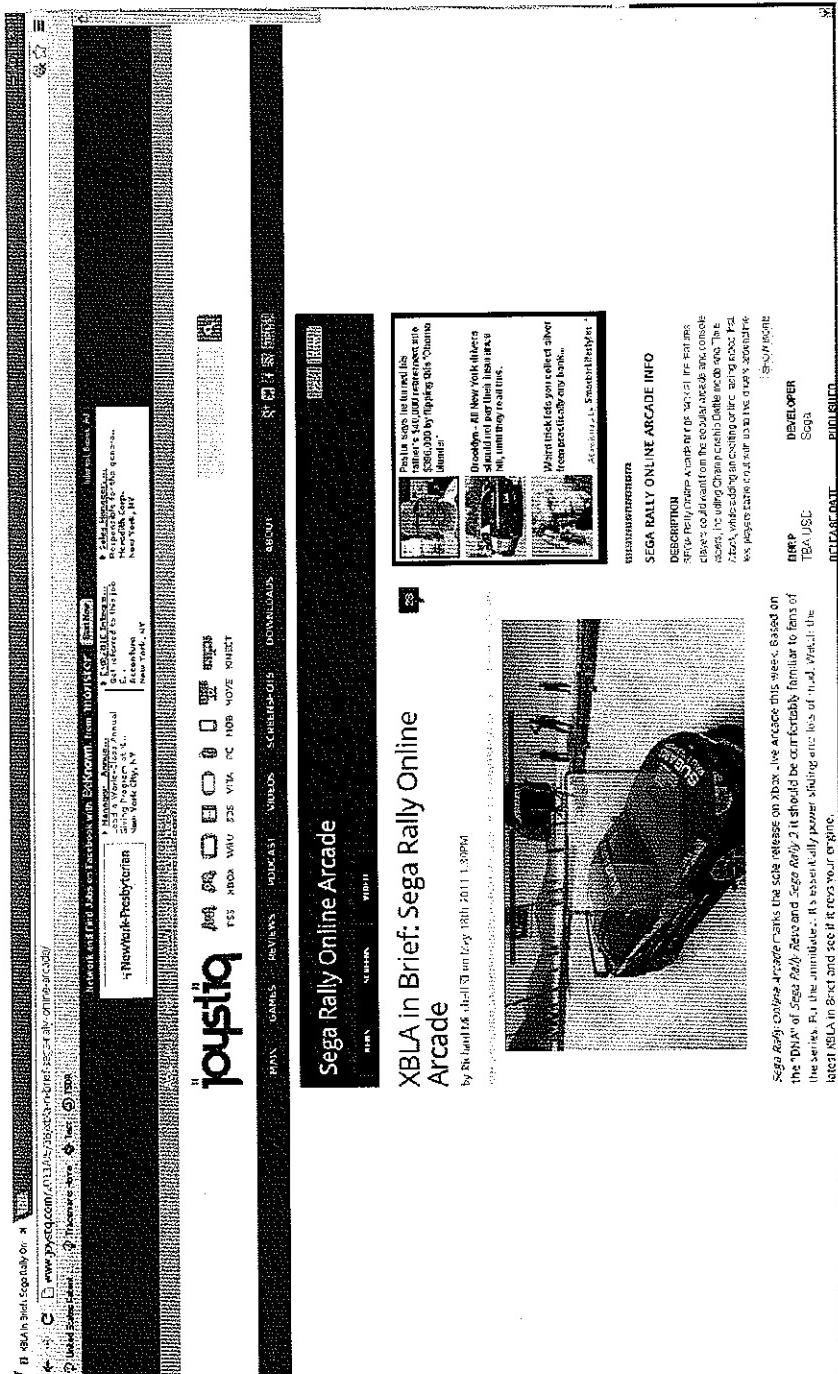
PlayStation

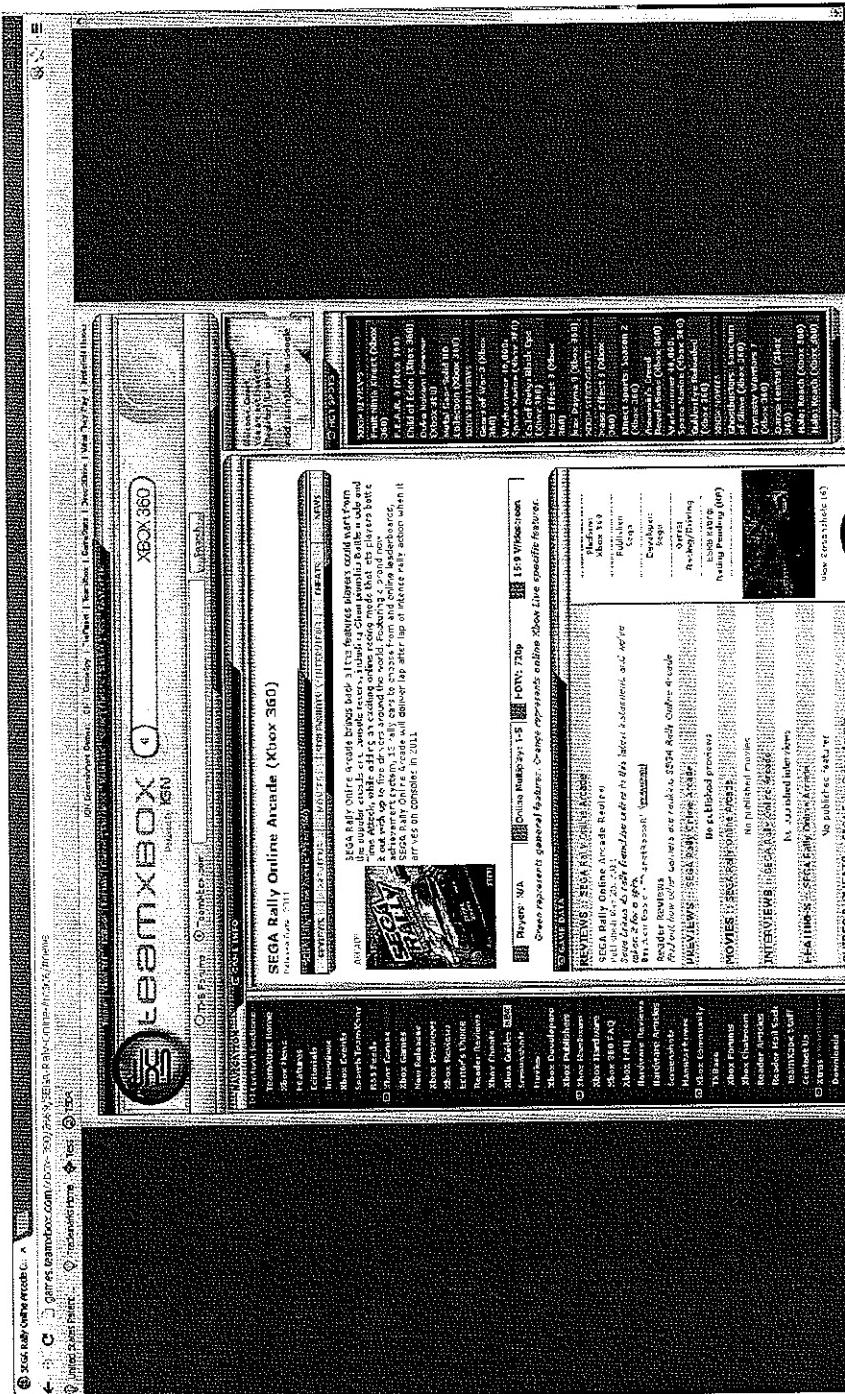
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Searched Arcade A. X

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needs some new school thinking.

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SEGA Rally Online Arcade

3.3 out of 5 from 115 votes

3,197 tracked gamers have this game, 397 have completed it (30.2%) 12 want to boost

There are 2 achievements of 12 total. Online Arcade achievemets worth 314.10s

SEGA Rally Online Arcade Achievements

3, 2, 1 Go!! 10 (10)

Complete your first Quick Race.

This is Grade 1 in the All-American

Time Trial mode. Score: 1787750

Game Gears 13 (10)

Complete Championship with Maniac Transmission.

There is 1 achievement in this category.

Long medium left... maybe 16 (10)

Playilly games in any mode except Head-to-Head.

There is 1 achievement in this category.

Conditioned Reflex 14 (10)

Win n Classic race five times.

There is 1 achievement in this category.

Over Jump 16 (10)

Beat all five default expert cars in one race.

Subtotal: 385.10s

Unlocked: 385.10s

Completed: 385.10s

Score: 385.10s

Time: 2011

GameServer-Sag Kelly

FullReview

Rating: 3.3

Published by SEGA on 14 May 2011

Developed by SEGA

Platform: Xbox 360

Genre: Racing, Arcade, Racing

External links: Official Site

TOP REVIEW

Rating: 3.3

Published by SEGA on 12 May 2011

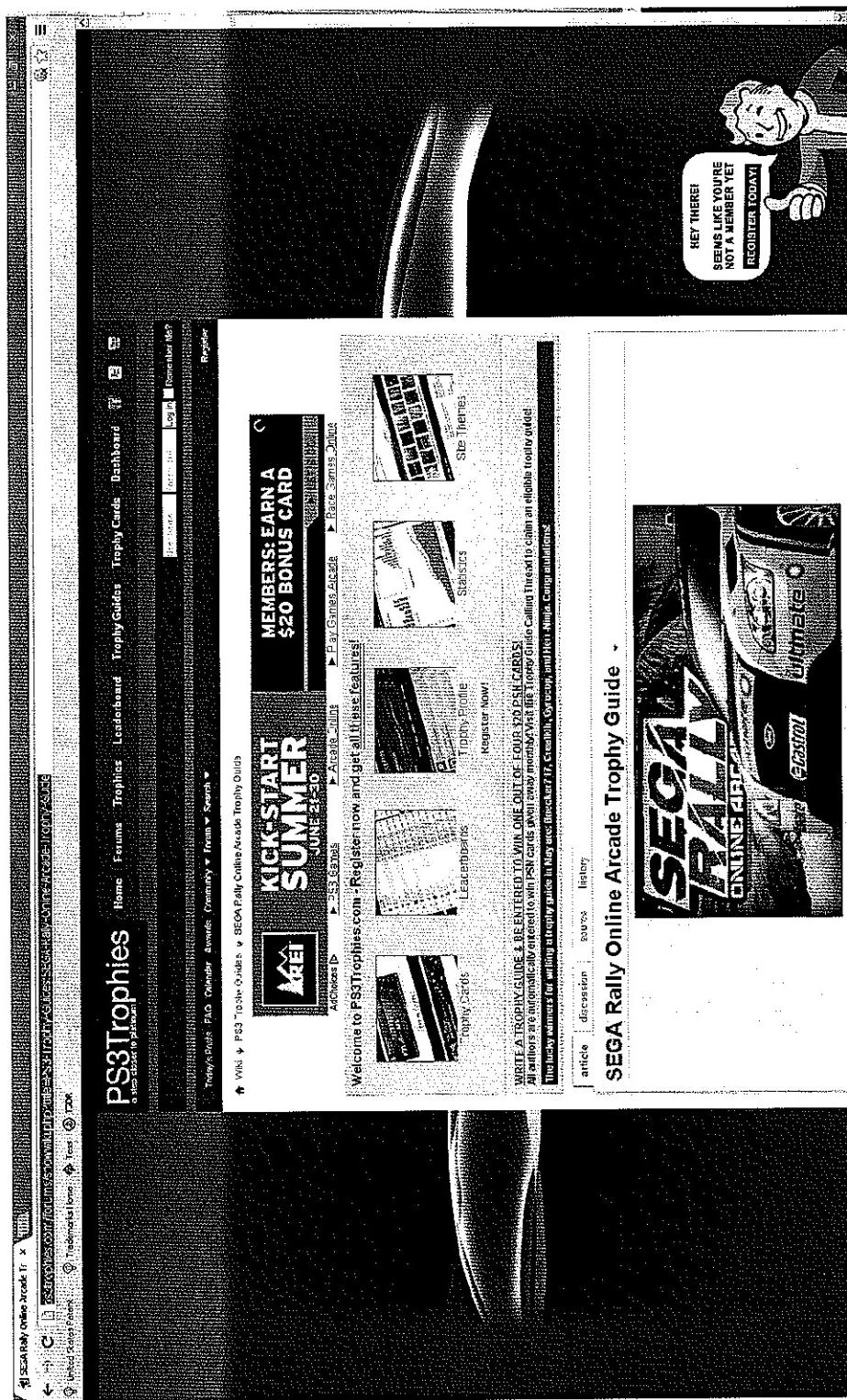
Developed by SEGA

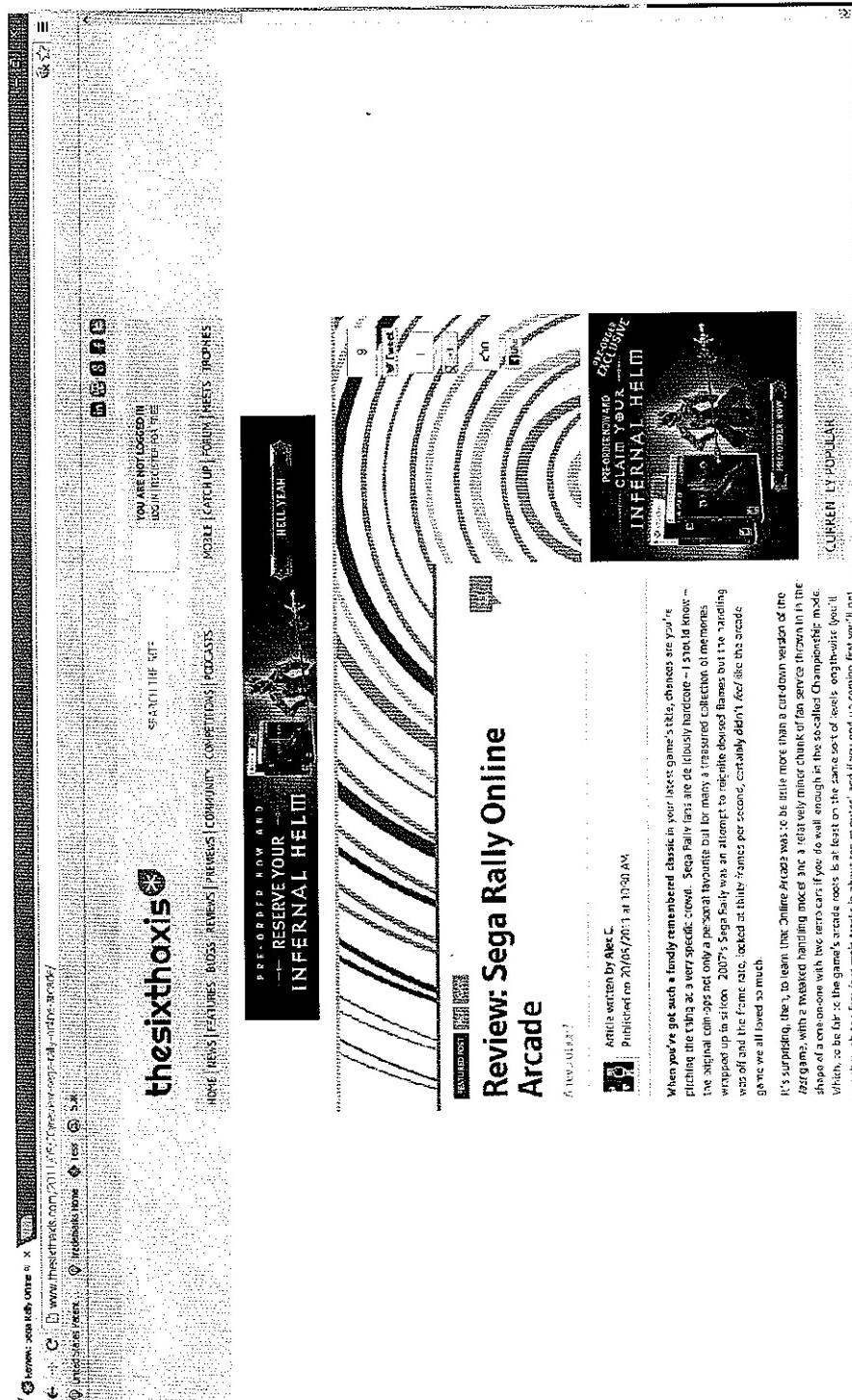
Platform: Xbox 360

Genre: Racing, Arcade, Racing

External links: Official Site

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This image is a scan of a double-page spread from Entertainment Weekly magazine. The left page features a review for "Star Wars: The Old Republic". The right page features reviews for "Call of Duty: Black Ops II" and "Grand Theft Auto V". Each review includes a small thumbnail image of the game's cover art, a title, a brief summary, a rating, and a "VERDICT" section. The layout is clean with a mix of text and images.

